ABSTRACT

Method and system for determining personal characteristics of an individual or group and using same to provide personalized advice or services. The system dynamically incorporates several personality dimensions, life style, quality of life, cultural context, demographics, and psychographics, as requested by the test administrator or individual user, and controls and standardizes the testing protocol, and retains test data in such a way that individuals and non-professional users can reliably self administer the tests, save their test results in a system database, and use the results to obtain personality-based advice, content, and people-matching services from a system proprietor.